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**FOR IMMEDIATE RELEASE**

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## **A NEW LUCRATIVE MARKET FOR HARDWARE MAINTENANCE VENDORS**

London Maintenance vendors will be able significantly to increase their revenues if they can exploit the new and growing market in Europe for fourth party maintenance. A new report from INPUT, a leading computer and communications industry market research company, explains how vendors can profit from this market, set to reach \$225 M by 1994 at a compound annual growth rate of 22%.

The report, titled Fourth Party Maintenance in Western Europe, 1989-1994, defines the market and examines the need for services over the next five years, focussing mainly on vendor activities

Vendors' and users' attitudes to this new market are also discussed.

INPUT identifies the major forces driving and influencing the market and provides five year market forecasts. Leading vendors are identified and twenty five of them are profiled. The report also includes discussion on the crucial issues of delivery modes and contractual arrangements.

**...more...**

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- . The UK market is the most developed in Europe
- . Hardware manufacturers' attitudes are crucial
- . There are two significant market sectors
- . US presence is strong in the disc sector
- . Niche marketing is the way to exploit the market

Fourth Party Maintenance in Western Europe 1989-1994 is available from INPUT Ltd., Piccadilly House, 33-37 Regent Street, London SW1Y 4NF

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NOTE TO EDITORS: For an editorial review copy of the report's executive overview, call Carol Nice on 01-493 9335.

